

LEO BURNETT U.S.A.  
a subsidiary of LEO BURNETT LTD. (LONDON, ENGLAND)

AD #FSI 121-C4 - REQ. #M00107 - "GOOD DEAL"/LIGHTER - PAGE, 4/C - MILITARY MAXI-SAVER PROGRAM  
Printed in U.S.A.

NOVEMBER, 1992

# Good deal.



## SEND FOR YOUR FREE CAMBRIDGE LIGHTER.

Mail To:  
Cambridge Lighter Office  
P.O. Box 20011  
Kissimmee, FL 34702-0011

For \$10.00 in lighter points, please complete the following information, attach payment, and mail to: Cambridge, 200  
1992. It's a great way to get a lighter for your next cigarette.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

Signature \_\_\_\_\_

Date of Birth \_\_\_\_\_

In consideration of this offer, you agree to receive a lighter that will be mailed to you in 10 days or less. We will not allow to receive free lighter if you do not provide the above information. We will not allow to receive free lighter if you do not provide the above information. We will not allow to receive free lighter if you do not provide the above information. We will not allow to receive free lighter if you do not provide the above information.

© 1992 Cambridge, Inc. All rights reserved.

MAILED 10/15/92 10:00 AM



**SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.**

Lowest: King's 1 mg. "tar," 0.1 mg. nicotine, 100's 2 mg. "tar," 0.2 mg. nicotine. Ultra Lights: 0.5 mg. "tar," 0.1 mg. nicotine. Lights: 11 mg. "tar," 0.8 mg. nicotine. Rings: 10 mg. "tar," 1.1 mg. nicotine. 100's: 10 mg. "tar," 1.2 mg. nicotine per pair cigarettes by FTC method.

© 1992 Cambridge, Inc.

